



Audit Bureau of Circulations

CLASS, INDUSTRY OR FIELD SERVED: General.

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AUDIT REPORT: Magazine NATIONAL ENQUIRER Lantana, Florida

2070230493

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1993:

Total Average Paid Circulation:	3,295,689	
Advertising Rate Base:	to 01/01/93 3,750,000	
	since 01/01/93 3,500,000	
% Above/Below Rate Base (+/-)	-9.1	
Total Average Non-Analyzed Non-Paid Circulation:	5,595	
Subscriptions: Individual	352,093	% of Total 10.7
Single Copy Sales:	2,943,596	89.3
		100.0

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

None of record

2. PAID CIRCULATION BY ISSUES:

1992 Issue		Subscriptions	Single Copy Sales	Total Paid	1993 Issue		Subscriptions	Single Copy Sales	Total Paid
July	7	359,017	2,926,430	3,285,447	Jan.	5	350,147	2,966,360	3,316,507
	14	358,560	3,298,241	3,656,801		12	349,949	2,667,694	3,017,643
	21	357,921	2,877,309	3,235,230		19	348,043	2,692,801	3,040,844
	28	355,713	2,724,681	3,080,394		26	346,322	2,974,411	3,320,733
Aug.	4	355,109	3,261,903	3,617,012	Feb.	2	347,649	2,925,309	3,272,958
	11	353,984	3,343,554	3,697,538		9	347,466	2,771,939	3,119,405
	18	353,683	3,093,413	3,447,096		16	348,068	2,820,304	3,168,372
	25	353,531	3,443,790	3,797,321		23	348,295	2,869,293	3,217,588
Sept.	1	352,618	3,242,509	3,595,127	Mar.	2	348,418	2,721,135	3,069,553
	8	353,324	3,352,321	3,705,645		9	347,992	2,592,110	2,940,102
	15	353,618	2,884,747	3,238,365		16	348,475	2,870,111	3,218,586
	22	354,520	3,208,198	3,562,718		23	349,160	2,617,526	2,966,686
	29	354,553	3,231,516	3,586,069		30	348,568	2,526,917	2,875,485
Oct.	6	354,587	2,967,702	3,322,289	Apr.	6	350,510	3,077,629	3,428,139
	13	355,172	2,940,830	3,296,002		13	351,433	2,709,946	3,061,379
	20	355,078	2,941,960	3,297,038		20	352,301	3,028,581	3,380,882
	27	356,301	2,902,052	3,258,353		27	352,346	2,951,802	3,304,148
Nov.	3	357,316	2,841,605	3,198,921	May	4	352,780	3,021,722	3,374,502
	10	356,764	2,822,600	3,179,364		11	352,734	2,945,507	3,298,241
	17	356,875	2,933,618	3,290,493		18	349,670	2,721,317	3,070,987
	24	358,124	2,898,499	3,256,623		25	347,562	2,851,700	3,199,262
Dec.	1	357,752	2,950,516	3,308,268	June	1	346,570	2,723,561	3,070,131
	8	358,120	2,902,713	3,260,833		8	344,726	2,927,300	3,272,026
	15	357,047	2,801,375	3,158,422		15	343,380	2,888,289	3,231,669
	22	355,760	2,754,802	3,110,562		22	343,386	3,152,121	3,495,507
	29	354,969	2,733,512	3,088,481		29	342,891	3,771,226	4,114,117

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AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1989	1990	1991	1992	1993
March 31		4,052,388	3,662,386	3,503,520	3,118,805
June 30		3,980,913	3,735,082	3,380,257	3,330,845
September 30	4,180,971	3,970,460	3,864,989	3,500,366	
December 31	3,978,287	3,619,828	3,560,951	3,232,742	

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 30,374 copies per issue deduction.

A Supplemental Data Report consisting of an analysis of circulation by counties for the January 5, 1993 issue was released February 21, 1994 for this publication. Data in that report have been verified as part of this audit.

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To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

July, 1994

Audit Bureau of Circulations
(National Enquirer, Lantana, FL, Page #2 - 04-0745-0 - #162253 - 142 - 349)

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